



25 years
INTERMOB

SEPTEMBER 30 – OCTOBER 3, 2023

**INTERMOB
POST SHOW REPORT**

In Cooperation With



**REPUBLIC OF TÜRKİYE
MINISTRY OF TRADE**



CONTENTS



03
**ABOUT THE SHOW
&
SUMMARY INFO**

04
OVERVIEW

05
**EXHIBITOR
OVERVIEW**

06
**EXHIBITOR
FEEDBACKS**

10
**VISITOR
OVERVIEW**



13
**VISITOR
FEEDBACK**

16
PHOTOS



About The Show

The International Business Platform of Furniture Side–industry

The leading specialised fair in Eurasia, Intermob where the latest trends, designs and services in the furniture sub–industry, furniture accessories, forestry products and wood technologies are showcased, once again took the pulse of the furniture industry in 2023.

Aiming to bring together the right buyers and sellers with its quarter–century history, Intermob Fair offers an international business platform where all stakeholders of the sector meet with domestic and international visitors.

Intermob, which will be held for the 26th time in 2024, continues on its way as Türkiye's most comprehensive and unique furniture side–industry fair with the mission of carrying the furniture industry into the future.



Summary Info

INTERMOB 2023



Official Title

25th International Furniture Side Industry, Accessories, Forestry Products and Wood Technology Fair



Location

Tüyap Fair and Congress Center, Istanbul



Dates

30.09.2023 – 3.10.2023



Number of Halls

HALL 1–2–3–4–5–6–7–8–9–10–11–12



Total Exhibition Space

120.000 m²



Overview



554
EXHIBITORS



37.610
VISITORS



27
EXHIBITOR COUNTRIES



112
VISITOR COUNTRIES



33
HOSTED BUYER COUNTRIES

Digital Engagement



220.000+
VIEWS



840.000+
WEBSITE VIEWS

Exhibitor Overview



NUMBER OF EXHIBITORS
554



NUMBER OF INTERNATIONAL EXHIBITORS
173 (Directly + Indirectly)

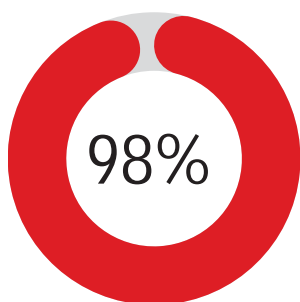


PRODUCT GROUPS

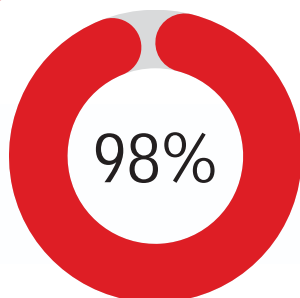
- ▶ Forestry Products, Chipboards, Doors, Covers, Panels, Profiles, Covering Materials, Edge Bands
- ▶ Furniture Accessories and Systems
- ▶ Furniture Chemicals, Paints, Adhesives, Production Materials and Equipment
- ▶ Upholstery Materials and Equipment, Fabric And Foam Cutting Machines

EXHIBITOR COUNTRIES

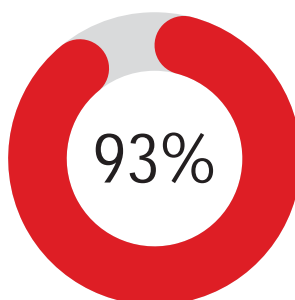
- Austria
- Belarus
- Belgium
- China
- Denmark
- Egypt
- Germany
- India
- Indonesia
- Iran
- Italy
- Korea
- Malaysia
- Norway
- Pakistan
- Poland
- Russia
- Singapore
- Slovenia
- Spain
- Sweden
- Switzerland
- U.A.E.
- United Kingdom
- USA
- Uzbekistan
- and Türkiye



CONSIDERS TO EXHIBIT IN THE NEXT EDITION



EXHIBITOR SATISFACTION



TARGET AUDIENCE COMPLIANCE

Exhibitor Feedbacks

Türkiye 



ACARKON ENTEGRE AĞAÇ SAN. VE TİC. A.Ş.

"We participated in Intermob Fair for the first time, and we are pleased with the overall outcome for our company. We are very satisfied with the visitor and exhibitor profiles, and we have had a great show experience. One third of our visitors consisted of international visitors from various regions and countries. Those who visit the Intermob Fair can diversify their product range and expand their vision to discover new opportunities thanks to the new products they will find here. As a company, we aimed to contribute to the vision of visitors and exhibitors in this field by showcasing our company's digital and environmentally friendly transformation applications at our booth."

Türkiye 



AGT AĞAÇ SAN. VE TİC. A.Ş.

"Intermob Fair is one of the most essential fairs for us, and we have been exhibiting for many years, with plans to continue our regular participation in the next editions. Despite being a company that participates in numerous trade fairs all around the world, Intermob Fair holds a special place for us. We are very pleased with this year's show, which has been intense and productive for our company. The high number of visitors from the Middle East, Balkans, Africa, and Europe with great interest in our company has been particularly satisfying. We believe that Intermob adds a significant value to every participating company, so we highly recommend this show to any company considering to participate."

Türkiye 



ALBATUR ENDÜSTRİ A.Ş.

"We have been participating in Intermob for approximately 15 years, and it is the only trade show we exhibit in Türkiye. It allows us to meet with our existing customers and establish new business connections. Our visitors come from a wide range of countries, including all Balkan countries, as well as countries such as the UK, Peru, and Brazil. Being one of the top three fairs in the world for the industry Intermob stands out as a trade show where visitors can easily access the best quality and innovative products at the most affordable prices. This is particularly due to Türkiye's position as the leading producer in the furniture and furniture side industry and its geopolitical advantage with just a 3-hour flight distance, serving a population of nearly 2 billion in the region."

Iran 



ARTA PAN CO

"We participated in the Intermob Fair for the first time. We were very pleased with the show's professional manner of the organization and the significant presence of international visitors. We find Intermob very productive compared to the other trade fairs in this field. Thanks to Intermob, we were able to identify new markets to enter. We primarily hosted visitors from African and Arab countries. We had a highly productive fair due to the great interest of visitors."

Türkiye 



ASD LAMİNAT A.Ş.

"Intermob is the most essential meeting point in Türkiye for the furniture side industry, that we aim to participate on a regular basis. We welcomed visitors from a wide range of regions, including the Balkans, North Africa, Central Africa, the Middle East, Gulf countries, Turkic Republics, as well as Russian-speaking countries. This allowed us to not only strengthen our relationships with our existing customers but also reach out to new potential customers. We have experienced a significant increase in our business volume in the periods following the fair. Since Türkiye is one of the world's leading manufacturing countries in the furniture and furniture side industries, visitors to the Intermob Fair have the opportunity to access high-quality products at really competitive prices. We recommend Intermob Fair to all those potential exhibitors and visitors, due to its benefits."

Türkiye 



BAKIŞ KAPI PAZARLAMA SANAYİ VE TİCARET A.Ş.

"As a company with a 20 year history, we have been exhibiting regularly in Intermob Fair for approximately 15 years. We are particularly delighted by the strong interest from international visitors. We see Intermob as a platform where we get together with our customers and believe it contributes positively to our company's prestige. We had the opportunity to host international visitors from various countries at our booth. If we were to categorize the visitors regionally, our visitors came from the Middle Eastern, African, Balkan, and European countries predominantly. We recommend Intermob to anyone interested in staying up-to-date about the innovations and the latest trends in the industry."

Exhibitor Feedbacks

Türkiye 



BERFİNO MOB. AKS.İHR.İTH. SAN. VE TİC. LTD. ŞTİ.

"We have been exhibiting at the fair regularly for 14 years, and we consider this fair as our second home. This year, we observed a greater interest from a more qualified segment of visitors compared to the previous year. Our visitors came from Russia, India, Tunisia, Algeria, Morocco, and various European countries. Türkiye's position as a significant producer in the furniture and furniture side industry and its geopolitical advantage in providing rapid supply to other countries have made Intermob Fair one of the most important trade shows in the world. We firmly believe that every company in this industry, especially those who target to export, should participate in the Intermob Fair. This is a platform where all product groups in the industry gather under one roof and allows many new business connections to be established."

Türkiye 



ÇAĞ KABARA SAN. VE TİC. A.Ş.

"Intermob is a trade show that we have been participating for the last 15 years, and we plan to continue participating in the next editions. This show has provided us with very positive feedbacks and yielded great results. This year, our company predominantly hosted visitors from Middle Eastern and African countries. We recommend Intermob to any company who are looking to stay updated about the innovations in the industry. We believe that all manufacturing companies in this sector should participate as exhibitors in the Intermob Fair in order not want to fall behind in the latest trends and innovations and want to gain insights into their potential customers."

Türkiye 



EMAKS MOBİLYA AKSESUARLARI SAN. TİC. İTH. İHR. LTD. ŞTİ.

"We have been participating in the Intermob Fair for at least 15 years, which serves as a great platform bringing the key manufacturers in the industry together with qualified visitors. We have the opportunity to showcase our latest products to the visitors. We welcomed a significant number of qualified visitors from Europe, Middle East, as well as from Russian-speaking countries. We recommend Intermob to anyone interested in witnessing the sector's latest products and trends. Given its status as the industry's meeting point, we firmly believe that other companies in this industry consider participating should definitely be a part of this trade show. We will also continue participating in this fair in the coming years with our latest designs."

Türkiye 



HAFELE MOB.VE İNŞ. DON. SAN.VE TİC.A.Ş.

"Due to the pandemic, we had temporarily suspended our participation in Intermob. The fact that Türkiye is among the leading countries in the furniture and furniture sub-industry sectors, and Intermob being an internationally recognized fair that draws significant interest from international visitors, influenced our decision to exhibit again in this fair. The fair has proven to be highly productive for our company, and as a result, we plan to continue exhibiting regularly in the coming years. If other companies can find a stand place, we can strongly advise them to participate in Intermob Fair. "

Türkiye 



İBAVALRESA BOYA VE KİMYA SANAYİ TİCARET A.Ş.

"Thanks to the Intermob Fair, we not only establish new business connections but also have the opportunity to meet with our existing customers. It allows us to learn more and the expectations and feedbacks of both our current and potential customers regarding our company. For all these reasons, we can confidently say that Intermob has been highly productive for our company, and we recommend this trade show to anyone who consider participating, whether as an exhibitor or as a visitor. Intermob stands out as an event that hosts a large number of qualified international visitors and offers a wide range of opportunities to do business. This year, our predominant visitors came from the Middle Eastern countries, Russia, as well as Russian-speaking countries."

Türkiye 



İNOTEKNİK MAKİNE OTOMOTİV SAN. VE TİC. LTD. ŞTİ.

"We have been exhibiting in the Intermob Fair regularly for many years. Thanks to this trade show, our domestic and international sales have significantly increased. This year we predominantly hosted visitors from Balkan countries and European countries, including the Netherlands, Germany, Poland, and Romania. The commitment of exhibiting companies to showcase innovative and new products at Intermob allows visitors to stay informed about the latest developments in the industry. We recommend Intermob Fair to all companies looking to expand their business and reach new customers."

Exhibitor Feedbacks

Türkiye 



KARADENİZ PRES MOB. İNŞ.OTO SAN. TİC. LTD. ŞTİ.

"As a company with 30 years of experience, we have been exhibiting regularly in the Intermob Fair for the past 20 years. This year, due to the separation of Intermob Fair from WoodTech Fair, we had the opportunity to host visitors who are much more suitable for our target audience. The fair has allowed us to strengthen our relationships with existing customers and keep them informed about our innovations. In the long term, we believe that the Intermob Fair has added significant brand value and prestige to our company, therefore we can readily recommend it to those companies considering participating."

Türkiye 



LİGNADECOR ÜRETİM VE PAZARLAMA A.Ş.

"As a 34-year-old company operating in the furniture sub-industry, we have been exhibiting in this fair for many years and will continue participating in the coming years. Although it is only the second day of the fair, we have already received very positive results from this show. 40% of our visitors were from Türkiye, whereas 60% were from abroad. The fact that there were more international visitors has greatly pleased us as we are an export-oriented company. Being a well-known and popular fair in the international arena also provides significant advantages in presenting our products to new markets. I recommend this show to everyone who consider visiting, as it includes a wide range of product groups related to the furniture and furniture sub-industries and hosts the leading companies in the sector."

Türkiye 



MARMARA MALZEMECİLİK MOB. SAN.VE TİC.A.Ş.

"We consider the Intermob Fair to be the single destination where all product categories related to the furniture side industry can be easily accessed. It's a fair that we've been exhibiting in since its early years and has made significant contributions to our company. At our booth, we had the opportunity to host qualified visitors from various parts of the world, primarily from Arab and Balkan countries. We believe that Intermob makes significant contribution to the promotion of Türkiye as the show hosts visitors from various parts of the world."

Austria 



NEUHOFER HOLZ GmbH

"Intermob is a well-organized fair that perfectly aligns with our company's objectives, targeting the Eurasian region. Thanks to this fair, we had the opportunity to reach visitors from the countries in the Eurasian region that we had set as our target. Additionally, I believe that the feedback we receive from our target audience at this fair will significantly contribute to our company's growth. It is a trade show where exhibitors can reach their target audience and make new business deals. So I can recommend the Intermob Fair to other companies in the industry."

Poland 



POLLMEIER MASSIVHOLZ GMBH – CO. KG

"We participated in the Intermob Fair for the first time, and we are very pleased with the outcome. We think that Intermob is a well-organized international fair. While our primary visitor target was the domestic customers, we also welcomed a significant number of visitors from Iran, Iraq, and Saudi Arabia. We recommend Intermob to any company looking to expand their business network and find new customers."

Türkiye 



SAMET KALIP VE MADENİ EŞYA SANAYİ VE TİCARET A.Ş.

"We have been participating in Intermob since its beginning without any interruption, and this show serves as a platform where visitors meet with companies and their latest trends and products in the industry. As a company that exports to nearly 90 countries, Intermob Fair provides us with the opportunity to meet with our existing customers. This year, we hosted visitors from various countries, especially Russian visitors, along with Iran, Egypt, Romania, Germany, Greece, Sweden, Denmark, and others. Intermob enables us to present our latest products to our customers and, more importantly, allows us to develop products and services tailored to our customers' expectations and needs."

Exhibitor Feedbacks

Türkiye 

★★★★★

SARDUNYA SUNTA MDF AĞAÇ SAN. VE TİC. LTD. ŞTİ.

"We are very pleased with the outcome of our participation in the Intermob Fair, and we plan to continue exhibiting in this fair in the coming years. Particularly, the separation of Intermob Fair from WoodTech Fair this year has been a positive development. This change allowed us to reach our target audience more effectively. We recommend this show to anyone who consider visiting it, as it provides the opportunity to observe the latest innovations of industry and access all major companies under one roof. We believe that by hosting exhibitors and visitors from all over the world, Intermob contributes significantly to the development of Turkish furniture side industry."

Türkiye 

★★★★★

STARWOOD ORMAN ÜRÜNLERİ SANAYİ A.Ş.

"The fair was quite intense and productive for our company. We are pleased to see a higher number of international visitors compared to domestic ones at the fair. As we have been exhibiting regularly in this fair for so many years, we plan to keep on participating as exhibitor in the coming years. We recommend this trade show to anyone considering to visit, as it provides an opportunity to witness the latest innovations and offers access to all sorts of products and companies in the industry. As an important producer in furniture sub-industry, Intermob Fair allows Türkiye to show its dominance at an international level."

Türkiye 

★★★★★

TECE DEKOR KAĞIT BASKI VE EMPRENYE SAN. TİC. A. Ş.

"We have been exhibiting in the Intermob Fair regularly since 1999, and it has consistently proven to be a highly effective trade event for our company. At our booth, we predominantly hosted visitors from Türkiye, as well as from the Middle Eastern and North African countries. We recommend this show to those all those who are considering visiting it where one can have the opportunity to observe the latest innovations in the industry."

Singapore 

★★★★★

VIRGO PACIFIC PTE LTD

"We exhibited in Intermob for the first time, and at our booth, we had the opportunity to host visitors from various countries, mainly from the Middle East and Europe. Those who visit this fair can easily stay informed about all the innovations and developments in the industry. Therefore, we recommend this show to all those are considering visiting and exhibiting."



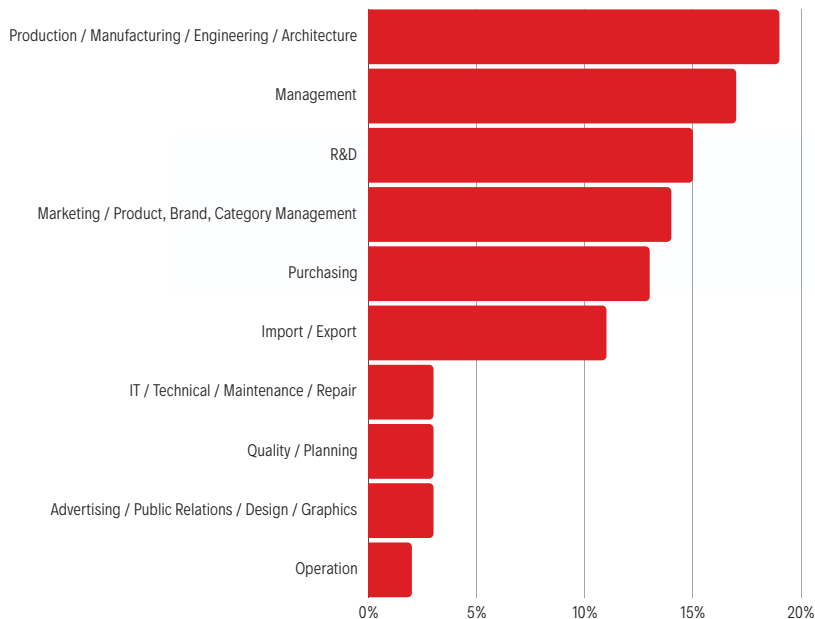
Visitor Overview



PURPOSE OF VISIT

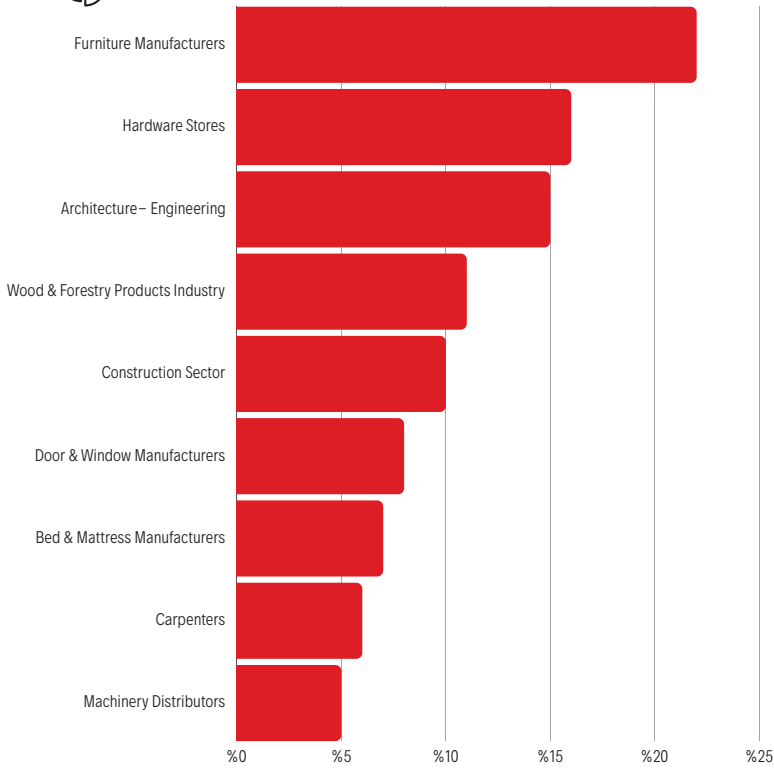


DEPARTMENTS OF VISITORS





SECTORAL DISTRIBUTION OF VISITORS



Visitor Overview



VIP HOSTED BUYER PROGRAM COUNTRIES

- Albania
- Algeria
- Azerbaijan
- Bahrain
- Belarus
- Bosnia and Herzegovina
- Bulgaria
- Croatia
- Egypt
- Georgia
- Iran
- Iraq
- Jordan
- Kosovo
- Lebanon
- Libya
- Moldova
- Morocco
- North Macedonia
- Oman
- Palestine
- Poland
- Qatar
- Romania
- Russia
- Saudi Arabia
- Serbia
- Sudan
- Tajikistan
- Tunisia
- Ukraine
- USA
- Uzbekistan

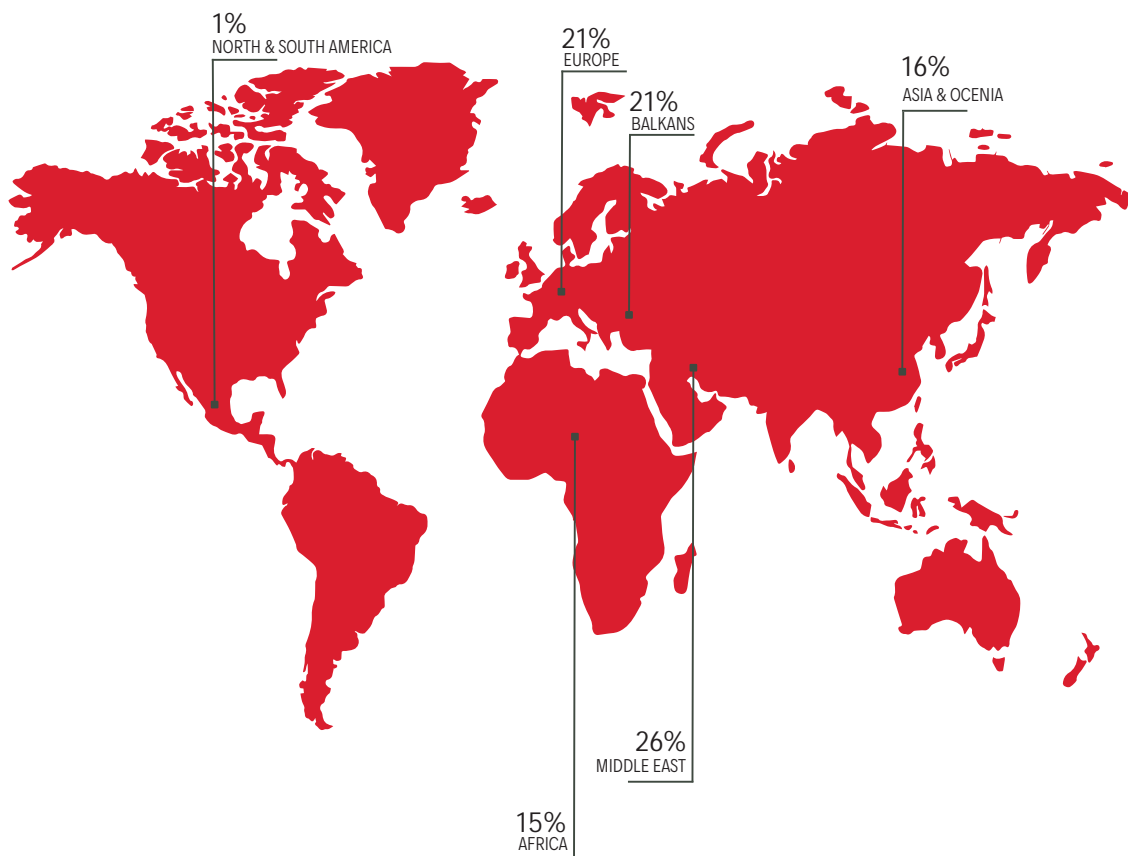


TOP 25 VISITOR COUNTRIES in alphabetical order (excluding Türkiye)

- Albania
- Algeria
- Azerbaijan
- Bosnia and Herzegovina
- Bulgaria
- China
- Egypt
- Georgia
- Greece
- Iran
- Iraq
- Israel
- Italy
- Jordan
- Lebanon
- Libya
- Moldova
- Morocco
- North Macedonia
- Romania
- Russia
- Saudi Arabia
- Serbia
- Tunisia
- Uzbekistan



GEOGRAPHICAL DISTRIBUTION OF VISITORS



Visitor Feedbacks

Türkiye  ★★★★★

"As a senior architect, I visit Intermob Fair every year. Thanks to this show, I have the opportunity to expand my supplier network, refresh my relationships, stay updated on the latest industry innovations, and draw inspiration in terms of offering new solutions to my clients. For all these reasons, Intermob Fair holds great value for me, and I highly recommend everyone involved in this industry, architects and interior designers in particular, to visit this show."

Türkiye  ★★★★★

"We provide architectural and interior design services as a company. Intermob Fair is a crucial platform for staying up-to-date with all the innovations in the sector. I believe that especially architecture students and beginners in this profession must visit this fair. Thanks to Intermob, I had the opportunity to easily access all the products I was looking for and expand my professional network. The presence of numerous companies from both domestic and international markets allowed me to not only see the latest products but also gain insights into how the industry is shaping. I had the chance to explore our needs both in the machinery manufacturing and materials and products segments. I consider the Intermob Fair to be highly valuable for my professional development, and that is why I will definitely visit this fair in the coming years."

Germany  ★★★★★

"As a purchasing manager in a corporate company, we see this fair as an opportunity to both examine latest products and keep control of the prices, tracking, and stock status of our products. Intermob is a platform where one we meet with new companies and receive the best tenders for our company in terms of price, quality, and the supply chain. In light of these, I can express that the fair has been very productive for us."

Türkiye  ★★★★★

"We are a company that primarily exports furniture to Libya. We were quite pleased to have the opportunity to reach a large number of visitors at the fair. We had the chance to do business with many companies for new products and materials. The fair has a wide range of products. Even though we visited the fair to examine specific products, we were drawn to a variety of different products. I can say that we had a very satisfying experience in terms of the number of exhibiting companies and product diversity. This allowed us to access higher quality products at competitive prices."

Iran  ★★★★★

"We are a manufacturer of young and baby furniture. We encounter newer and more advanced products, machinery, and technologies with every visit. We are very pleased with the fair as it provides us opportunities to communicate with new companies from Europe and Türkiye as well as potential new business partners. We have been visiting the fair almost no interruption for nearly 10 years. Our primary interest lies in furniture industries and related products. Türkiye's location is crucial for us to reach new business partnerships. Therefore, we will continue visiting Intermob Fair in the coming years."

Sudan  ★★★★★

"The fair was very well organized, and we easily found the products we were looking for. We had productive meetings with the companies we have contacted. We are confident that we will expand our business volume with new partnerships. We consider Intermob Fair a valuable event for business development and the introduction of quality products and technologies to Sudan."

Ziyaretçi Görüşleri

U.A.E



"Intermob is a globally recognized trade show, and being here is essential for us. I make sure to visit regularly every year. The show is quite productive and it provides the opportunity to explore new products and materials. I'm particularly interested in PVC panels and MDF profiles, but I've also had the chance to find a wide range of products at the fair. By examining the latest products, designs, and materials in the industry at Intermob, I bring added value to my country and my company. I believe that everyone involved in the industry should visit this fair."

Italy



"In my opinion the fair has been quite productive. I am interested in wood products and assembly equipments, and I was able to find a rich selection of this product group at Intermob Fair. I believe it is essential for individuals and companies operating in this industry to visit Intermob to see the latest products and technologies at first hand and to have direct contact with companies."

Pakistan



"As a manufacturing company, we visit Intermob Fair every year. I have been visiting it since 2016. This is a must-visit-show and an essential platform for the entire furniture industry. The fair is organized on a very wide scale. As a company, we are here mainly to make observations in the panel industry. We found every product we were looking for at this fair. We had business relationships with the exhibiting companies. We had the opportunity to strengthen our communication with them. On the other hand, Istanbul offers us every opportunity for both Western and Eastern markets. I recommend Intermob Fair to anyone who wants to keep up with the latest changes and innovations in the industry."

France



"Intermob Fair is a valuable platform for keeping up with the trends, products, and designs, in the industry. I have been visiting the fair for 12 years. My purpose in visiting the fair was to establish new contact with companies in the surface and accessory groups and to access the newest and highest-quality products while reducing our costs, and I can say that I have met my expectations. With a wide variety of products at the fair, I recommend that those considering visiting it should allocate at least two days to the event."

Egypt



"I have been visiting the fair regularly to examine latest technological developments in materials and designs. Intermob's contributions in terms of growing my business is crucial. I am particularly interested in wood products, and I obtained the contact information of several companies at the fair. I am confident that we will establish strong partnerships after the fair. Istanbul is a very popular destination in the Middle East region. With its location and extensive scope, Intermob is definitely a fair that must be visited."

Türkiye




"I am very pleased with the product variety and the exhibitor profiles. The fair has a very extensive scope. I have been visiting the fair for two days. I am interested in furniture accessories for exportation purposes, and I was delighted to encounter a wide range of products. I definitely want to visit the fair in the coming years. I advise those planning to visit to organize their visit in advance."

Ziyaretçi Görüşleri

United Kingdom  ★★★★★

"I visited the fair upon the invitation of an exhibiting company from Türkiye, which is also our business partner. Intermob is a platform where you can find everything you are looking for in the furniture side industry. My interest is mainly in the panel industry, and a wide range of products and companies awaits you here. Istanbul is a wonderful city and adds value to the fair. I will visit the fair in the coming years."

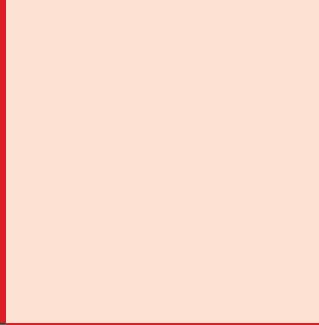
Türkiye  ★★★★★

"Intermob is a fair where the existing product groups are well-curated, organized for easy access, and professionalism of the organization can be clearly seen once you enter venue. I'm interested in particleboard, MDF, and parquet product groups. As an interior designer, I have a particular interest in decoration and design. In this fair, I had the opportunity to explore many innovative designs that will broaden my horizons. From this perspective, I can say that the fair was quite productive for me."





Furniture Accessories and Systems





Next Event
September 12 – 15, 2024


INTERMOB

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